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DD/S 64-0652

Approved For Release 2002/08/15 : CIA-RDP84-00780R000600210002-3

EYES ONLY

DD / S R E G I S T R Y

FILE *Security*

MEMORANDUM FOR: Deputy Director of Central Intelligence

SUBJECT : Agency Relations with News Media

REFERENCE : Executive Memo No. 121 dtd 16 Jan 1964 to Deputy
Directors and Heads of Independent Offices fm
DCI, same subject

1. This memorandum is for information only. It responds to the Director's request that the Deputy Directors assess the implications of recent publicity for their particular areas of responsibility.

2. In terms of the possible effect upon the discharge of the Agency's Support responsibilities, there has been no measurable impact and none is expected. With the exception of the Director of Personnel, however, all of the Support Office Heads agree that the public image of the Agency suffered. The Director of Personnel believes that publicity which reflects favorably upon the Agency and brings to public attention facets of our work which have been relatively unknown to the general public will work to the advantage of the Agency particularly in our efforts to recruit superior candidates for employment. Our experience last fall with the "100 Universities Program" demonstrated quite conclusively that presentations to the public which are carefully planned and deliberately placed in a proper security context before they are released to the public can make a very positive contribution toward the creation of a better public understanding and awareness of our true role in this country's foreign affairs. I believe it is possible to have an aggressive and positive public relations program in this pattern without any underlying implications that recruitment is the objective.

3. Among the other Support components the consensus is that any news release or news conference which deals with the substantive aspects of our operational activity or the content of our intelligence output will not only weaken our security but will probably cause adverse public reaction. It is also felt that employee morale may suffer and our people may become confused by any significant departure from our traditional policy unless they are adequately prepared in advance for a new approach to public attribution. Our employees are educated from the time they enter on duty to remain silent about the Agency's activities and to offer no comment in response to public criticism. In general they have learned to live with the relative anonymity imposed upon them by the Agency and their morale normally survives very commendably the occasional journalistic outbursts against CIA. Most of them have come to believe that the best image for the Agency is that of the "silent anonymous

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service." If we plan now to alter our attitude toward public acclaim, I believe we should first develop a carefully conceived program and announce it internally to all of our own people in order that they can be educated and prepared to adjust their responses in their personal lives.

4. In summary, it seems to me that the objective of creating an image of CIA identifying it with its statutory responsibility can best be undertaken by a program patterned after the "100 Universities Program" which we found to be so successful last fall. In all probability any positive public relations effort we undertake should not be pointed at the public information media directly but should perhaps reach them through the technique of causing them to report upon participation by our senior officials in activities of interest to the public and related to our statutory responsibilities. Any presentations we make should be carefully planned and thoroughly considered in terms of possible adverse affects upon our security or any other aspect of our functions before they are released for public consumption. Employees should be thoroughly informed of the purpose, intent, and nature of the program and should be given very definite policy guidance for their own personal conduct.

[Signature]
L. K. White
Deputy Director
for Support

SA-DD/S:HLB:jbb (7 Feb 64)

Rewritten:SA-DD/S:RHW:kbb (12 Feb 64)

Distribution:

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✓ - DD/S Subject w/ref (DD/S 64-0312-EYES ONLY) and w/7 memos fm DD/S Office Heads, same subject (DD/S 64-0578, DD/S 64-0484, DD/S 64-0483, DD/S 64-0598, DD/S 64-0561, DD/S 64-0530, and DD/S 64-0601, add dtd Jan 64)

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TRANSMIT TO: [REDACTED]		DATE 12 Feb 84
TO: Colonel White via [REDACTED] Mr. Lloyd		
ROOM NO.	BUILDING	
REMARKS: Recommend your signature.  RHW		
FROM:		
ROOM NO.	BUILDING	EXTENSION

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STAT

Let's try to
build a little
more into this.


W

Recruitment

Security


Employee work. ~~The~~
Jundans for our own
employees.

~~SECRET~~
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Those having to
do w/ recruitment
Pers + Training 


5 February 1964

STAT

Colonel White via Mr.  Lloyd:

Replies are in from all the Support components on the subject of Agency Relations with News Media. Briefly, their views are as follows:

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Communications -  states that there has been no noticeable effect on his activity as a result of recent publicity. He suggests that press interviews be conducted only at the DCI level.

Finance - Mr. Fuchs concludes that the recent publicity has been negative in that the attempt to create an image has countered our long-time objective of remaining as obscure as possible. He makes the point that our rather shadowy image as the Government's "cold war" Agency is not necessarily detrimental and that were we to be successful in divorcing this image from CIA some other agency of the Government would have to assume the mantle and probably the responsibility if the Government continues in "cold war" activity. Mr. Fuchs also is concerned about the Agency "image" as an organization which is fiscally irresponsible. He points out that the best offense against perpetuation of such an image must be the actions of individual employees who participate in negotiations in behalf of the Agency.

Logistics - Mr. Garrison in his reply concludes that no publicity and the tightest security afford his component the best climate for fulfillment of its mission.

Medical - Dr. Tietjen sees no adverse effect on the Medical Staff as a result of recent events. He is concerned, however, about Agency morale in that image awareness is something new for most of our people and might confuse them if they have no guidance.

Personnel - Mr. Echols sees the recent publicity as being salutary in that it further educates the public in the activities of CIA and contributes to achievement of the same types of objectives as those envisioned for the "100 Universities Program." He, thus, suggests that the objective outlined in paragraph 5. of the Director's memorandum "to create an 'image' of CIA which identifies the Agency with its statutory responsibility...", is served by the "100 Universities Program." He also suggests that overt Agency employees be briefed on the Agency's mission and role in a systematic fashion so that they will have "knowledge and useful guidance in how to handle any discussions of the Agency's work with their friends and associates."

Security - Mr. Bannerman forwards an analysis of the recent publicity which had been made prior to your request for views on the Director's memorandum. His conclusions regarding the publicity are negative in that most of the press coverage was unfavorable, protection of Agency sources

and methods was endangered, the morale of employees suffered, public reaction, though not great, was negative, anti-Agency moves in Congress received new and additional impetus and our liaison representatives with other Government agencies noted a limited amount of negative feedback.

Training - Mr. Baird in his memorandum infers that the recent publicity was unfavorable and that, should this type of publicity continue, qualified young men and women might be deterred from seeking a career in the Agency.

Attached is a memorandum to General Carter responding to the Director's memorandum of 16 January and drawing upon the above.

Recommend your signature.

VT.
VRT

MEMORANDUM FOR : Deputy Director of Central Intelligence

SUBJECT : Agency Relations with News Media

REFERENCE : Executive Memo No. 121 dtd 16 Jan 1964 to Deputy
Directors and Heads of Independent Offices
fm DCI, same subject

1. In complying with the Director's request that each Deputy Director assess the impact of recent publicity in his area of responsibility, I surveyed each of the Support components. Although reaction was diverse, I have concluded that, in terms of discharging our responsibilities, there has been no measurable impact nor is one expected.

2. In furthering the Director's desire to create an "image" for CIA deriving from its statutory rather than from its operational role, certain of our present activities might be noted. Among these, all of which are designed to bring selected people before the public, are the "100 Universities Program" of the Office of Personnel, the external training programs which our personnel attend, the awards programs for which nominations of our personnel are solicited and the briefing activities carried on in projects such as USEFUL.

3. Although not immediately nor spectacularly productive, the cumulative effect of the activities noted above does, in my opinion, contribute to reaching the desired goal. Other activities in the same vein could be initiated. These might include speaking engagements by senior Agency officials, personal contacts by our academicians with their fellows outside the Agency and renewed emphasis upon interchange of our personnel with other Government agencies.

L. K. White
Deputy Director
for Support